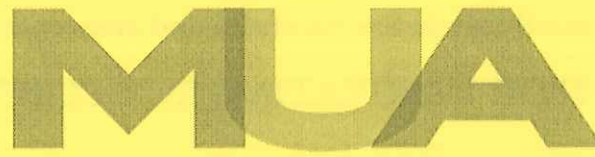


The
Management
University
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 107 : PRACTICE OF MANAGEMENT

DATE: 6TH AUGUST 2018

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

APPLE'S IPOD INNOVATING IN "SECRET"

Product launch events or major announcements at developer conferences are not something new. The surprise element at these events is critical and viewed as powerful to brand strategy. A new product feature or information is something all companies try to protect from being leaked.

Accordingly, many companies use operational secrecy as a strategy, limited not just to its communications department but as integral to its corporate culture. The secrecy helps develop trust in the team and fellowship among employees. Companies have internal security teams and employees can even be fired for leaking information.

Some companies have gone so far as to spreading disinformation about product plans to its own employees. When Apple's iPod was launched, its own employees were as surprised as all others.

Many corporate governance experts view hiding information as lack of transparency in not disclosing information to the marketplace or stakeholders. But companies especially in the technology industry like Apple, Nokia and Google are getting a reputation for non-disclosure of their next innovation. However, these companies thrive on constant and discrete product innovation. They have built fanatic consumer loyalty and enjoy a high level of profitability with high volumes by avoiding 'me-too' products.

Required:-

- a) The purpose of goal-setting is to clarify the vision for the business. Identify some of the three key factors considered during this process (6 marks)
- b) Highlights any five key Importance of management in the organization cited in the case study. (10 marks)
- c) Evaluate any four key responsibilities of the chief executive officer in the in the above organization. (8 marks)
- d) Lower level is also known as supervisory / operative level of management. It consists of supervisors, foreman, section officers, superintendent. Discuss any six responsibilities for the Lower level management. (6 marks)

QUESTION TWO

- a) Systems theory has had a significant effect on management science and understanding organizations. Discuss any three components of the system theory as used in modern organizations. (6 marks)
- b) Managers who believe workers naturally lack ambition and need incentives to increase productivity lean toward the Theory X management style. Discuss theory X and Y as used in organizations. (4 marks)

QUESTION THREE

- a) Discuss any five elements of the planning process. (5 marks)
- b) Discuss any five importance of planning in business management. (5 marks)

QUESTION FOUR

- a) Discuss any three importance of a Formal Group in organization.

(6 marks)

- b) Discuss any four Benefits of a good organizational culture. **(4 marks)**

QUESTION FIVE

- a) Discuss any five Leadership qualities of line managers. **(5 marks)**

- b) The Maslow motivation theory is one of the best known and most influential theories on workplace motivation. Discuss Maslow motivation hierarchy of needs. **(5 marks)**

QUESTION SIX

- a) Discuss four main objectives of management development in an Organization.

(4 marks)

- b) Highlight any six important roles of the Management Information System.

(6 marks)